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Monday, 2 October 2017

It's Official: 8.4 million Australians watched the AFL Grand Final

A special snap Roy Morgan SMS survey taken on Sunday shows 8.4 million Australians (44.5%) aged 18+ watched Saturday's AFL Grand Final and a further 1.8 million (9.5%) watched 'Just the Highlights' while 8.7 million Australians (46%) didn't watch the AFL's biggest game.

Of the 8.4 million Australians that watched the AFL Grand Final over 5.7 million (30.5%) primarily watched the game on TV, 1 million (5.5%) watched at a friend's house, 360,000 (2%) watched at a Pub/ Hotel, 100,000 (0.5%) watched via an App/ Website, 100,000 (0.5%) were at the MCG while a further 230,000 (1%) watched in a different way and 820,000 (4.5%) didn't say.

This special snap Roy Morgan SMS survey was conducted on Sunday with a cross-section of 1,667 Australians aged 18+ following Saturday's AFL Grand Final.

Analysis by State

Analysis by State shows Victorians make up the largest share of those watching with 3.3 million Victorians watching the AFL Grand Final nearly twice as many as in New South Wales (1.7 million) and more than three times as many as in Western Australia (1.1 million), Queensland (1.0 million) or South Australia (850,000):

- Victoria: Watched AFL Grand Final (68%) cf. Didn't watch AFL Grand Final (23%) cf. Watched 'Just the Highlights' (9%);
- Tasmania: Watched AFL Grand Final (67.5%) cf. Didn't watch AFL Grand Final (16%) cf. Watched 'Just the Highlights' (16.5%);
- South Australia: Watched AFL Grand Final (64.5%) cf. Didn't watch AFL Grand Final (31%) cf. Watched 'Just the Highlights' (4.5%);
- Western Australia: Watched AFL Grand Final (53.5%) cf. Didn't watch AFL Grand Final (38.5%) cf. Watched 'Just the Highlights' (8%);
- New South Wales: Watched AFL Grand Final (27.5%) cf. Didn't watch AFL Grand Final (63%) cf. Watched 'Just the Highlights' (9.5%);
- Queensland: Watched AFL Grand Final (27%) cf. Didn't watch AFL Grand Final (60.5%) cf. Watched 'Just the Highlights' (12.5%).

AFL Grand Final – How did you watch it?

TV is still the king when it comes to big events with over 5.7 million Australians (30%) watching the game on TV and clearly the preferred method of watching the game in all States:

- VIC: TV (44.5%); Friend's house (9.5%); Pub/ Hotel (4%); At the MCG (2%); App/ Website (0.5%); Other (1.5%); No answer (6%); Did not watch/ 'Just the Highlights' (32%);
- TAS: TV (50%); Friend's house (12%); Pub/ Hotel (0%); At the MCG (0%); App/ Website (0%); Other (2.5%); No answer (3%); Did not watch/ 'Just the Highlights' (32.5%);
- SA: TV (40.5%); Friend's house (7%); Pub/ Hotel (4%); At the MCG (0%); App/ Website (1%); Other (4%); No answer (8%); Did not watch/ 'Just the Highlights' (35.5%);
- WA: TV (31%); Friend's house (7%); Pub/ Hotel (2%); At the MCG (0%); App/ Website (2%); Other (2%); No answer (9.5%); Did not watch/ 'Just the Highlights' (46.5%);
- NSW: TV (21%); Friend's house (3%); Pub/ Hotel (0.5%); At the MCG (0.5%); App/ Website (0%); Other (0.5%); No answer (2%); Did not watch/ 'Just the Highlights' (72.5%);
- QLD: TV (20%); Friend's house (2.5%); Pub/ Hotel (1%); At the MCG (0.5%); App/ Website (0%); Other (0.5%); No answer (2.5%); Did not watch/ 'Just the Highlights' (73%).

FOR IMMEDIATE RELEASE

Analysis by Gender

Analysis by gender shows more men (4.6 million) than women (3.8 million) watched the AFL Grand Final and a further 1.0 million men and 850,000 women watched ‘Just the Highlights’:

- Men: Watched AFL Grand Final (49%) cf. Didn’t watch AFL Grand Final (40.5%) cf. Watched ‘Just the Highlights’ (10.5%);
- Women: Watched AFL Grand Final (39.5%) cf. Didn’t watch AFL Grand Final (51.5%) cf. Watched ‘Just the Highlights’ (9%).

AFL Grand Final – How did you watch it?

TV was clearly the preferred method of watching the AFL Grand Final for both men and women:

- Men: TV (32.5%); Friend’s house (7%); Pub/ Hotel (1.5%); At the MCG (1%); App/ Website (0.5%); Other (1%); No answer (5.5%); Did not watch/ ‘Just the Highlights’ (51%);
- Women: TV (28%); Friend’s house (4%); Pub/ Hotel (2%); At the MCG (0.5%); App/ Website (0.5%); Other (1.5%); No answer (3%); Did not watch/ ‘Just the Highlights’ (60.5%).

Analysis by Age

Analysing by age shows the biggest audience for the AFL Grand Final is those aged 35-49yrs old with 2.2 million watching the AFL Grand Final just ahead of those aged 50-64yrs old (1.9 million viewers) and those aged 65+yrs old (1.9 million). A further 1.5 million aged 25-34yrs old watched the AFL Grand Final and 950,000 aged 18-24yrs old:

- 18-24yr olds: Watched AFL Grand Final (41%) cf. Didn’t watch AFL Grand Final (51.5%) cf. Watched ‘Just the Highlights’ (7.5%);
- 25-34yr olds: Watched AFL Grand Final (42.5%) cf. Didn’t watch AFL Grand Final (45%) cf. Watched ‘Just the Highlights’ (12.5%);
- 35-49yr olds: Watched AFL Grand Final (44.5%) cf. Didn’t watch AFL Grand Final (49%) cf. Watched ‘Just the Highlights’ (6.5%);
- 50-64yr olds: Watched AFL Grand Final (44%) cf. Didn’t watch AFL Grand Final (44%) cf. Watched ‘Just the Highlights’ (12%);
- 65+yr olds: Watched AFL Grand Final (49.5%) cf. Didn’t watch AFL Grand Final (42%) cf. Watched ‘Just the Highlights’ (8.5%).

AFL Grand Final – How did you watch it?

TV was the preferred method of watching the AFL Grand Final for all age groups, ahead of watching at a friend’s house which was highest amongst the youngest age group:

- 18-24yr olds: TV (26%); Friend’s house (10.5%); Pub/ Hotel (2%); At the MCG (0%); App/ Website (0.5%); Other (0%); No answer (2%); Did not watch/ ‘Just the Highlights’ (59%);
- 25-34yr olds: TV (26%); Friend’s house (8%); Pub/ Hotel (1.5%); At the MCG (1%); App/ Website (1%); Other (1%); No answer (4%); Did not watch/ ‘Just the Highlights’ (57.5%);
- 35-49yr olds: TV (29%); Friend’s house (5.5%); Pub/ Hotel (2.5%); At the MCG (1.5%); App/ Website (1%); Other (1.5%); No answer (3.5%); Did not watch/ ‘Just the Highlights’ (55.5%);
- 50-64yr olds: TV (33%); Friend’s house (4%); Pub/ Hotel (1%); At the MCG (1%); App/ Website (0.5%); Other (1%); No answer (3.5%); Did not watch/ ‘Just the Highlights’ (56%);
- 65+yr olds: TV (36%); Friend’s house (2%); Pub/ Hotel (2%); At the MCG (0%); App/ Website (0%); Other (2%); No answer (7.5%); Did not watch/ ‘Just the Highlights’ (50.5%).

Gary Morgan, Executive Chairman, Roy Morgan Research, says:

“Over 8.4 million Australians watched Richmond break their 37 year Premiership drought in Saturday’s AFL Grand Final – and the vast bulk of those watched the game via TV (5.7 million). In addition over 1 million Australians watched the game at a friend’s house while a further 360,000 enjoyed the game at a local pub or hotel.

“Telstra’s AFL Live pass now claims more than 1 million subscribers – including an additional 760,000 customers during 2017, however only around 100,000 Australians (0.5%) primarily watched the AFL Grand Final via an App or Website.

“Victoria is the home of Australian Football and 3.3 million Victorians watched the game on Saturday – far more than any other State. However, it may surprise some to know the second largest audience for the AFL Grand Final was in New South Wales (1.7 million viewers), while it was hard to split Western Australia (1.1 million) and Queensland (1.0 million).

“Over 850,000 South Australians watched local team the Adelaide Crows unsuccessful quest for their third Premiership although this was a solid 64.5% of all South Australians – third to Victoria (68%) and Tasmania (67.5%) for the proportion of the population.

“Roy Morgan is conducting an identical survey of Australians today to determine the overall viewership of last night’s NRL Grand Final won by the Melbourne Storm.”

Finding No. 7356 – This special snap Roy Morgan SMS survey was conducted with a representative cross-section of 1,667 Australians aged 18+ on Sunday October 1, 2017. They were asked “Did you watch the AFL Grand Final?” If YES: “Did you primarily watch the AFL Grand Final on TV, App, Website, Friend’s House, Pub/Hotel, At the MCG or Other?”

Roy Morgan SMS Polling was extremely accurate at both the last two Federal Elections. Results analysed by Roy Morgan Helix Personas are available on a subscription basis.

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Questions:

“Did you watch the AFL Grand Final?” If YES: “Did you primarily watch the AFL Grand Final on TV, App, Website, Friend’s House, Pub/Hotel, At the MCG or Other?”

Analysis by Age & Gender – Watching AFL Grand Final

	Total	Gender		Age				
		Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
TV	30.5	32.5	28	26	26	29	33	36
Friend’s house	5.5	7	4	10.5	8	5.5	4	2
Pub/ Hotel	2	1.5	2	2	1.5	2.5	1	2
At the MCG	0.5	1	0.5	0	1	1.5	1	0
App/ Website	0.5	0.5	0.5	0.5	1	1	0.5	0
Other	1	1	1.5	0	1	1.5	1	2
No answer	4.5	5.5	3	2	4	3.5	3.5	7.5
TOTAL WATCHED	44.5	49	39.5	41	42.5	44.5	44	49.5
‘Just the highlights’	9.5	10.5	9	7.5	12.5	6.5	12	8.5
Didn’t watch	46	40.5	51.5	51.5	45	49	44	42
Total	100	100	100	100	100	100	100	100

Analysis by State – Watching AFL Grand Final

	Total	State						Region	
		NSW	VIC	QLD	WA	SA	TAS	City	Country
	%	%	%	%	%	%	%	%	%
TV	30.5	21	44.5	20	31	40.5	50	31.5	27.5
Friend’s house	5.5	3	9.5	2.5	7	7	12	6	4
Pub/ Hotel	2	0.5	4	1	2	4	0	2	1.5
At the MCG	0.5	0.5	2	0.5	0	0	0	1	0.5
App/ Website	0.5	0	0.5	0	2	1	0	0.5	0.5
Other	1	0.5	1.5	0.5	2	4	2.5	1.5	1
No answer	4.5	2	6	2.5	9.5	8	3	5	3
TOTAL WATCHED	44.5	27.5	68	27	53.5	64.5	67.5	47.5	38
‘Just the highlights’	9.5	9.5	9	12.5	8	4.5	16.5	10	9
Didn’t watch	46	63	23	60.5	38.5	31	16	42.5	53
Total	100	100	100	100	100	100	100	100	100

Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2016)

The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2013 Federal Election, 2010 Federal Election, 2007 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.

The Morgan Poll was the most accurate of all polling companies at [the 2013 Federal Election](#) for the two-party preferred vote (L-NP: 53.5% cf. ALP 46.5%) (sample 4,937 electors).

The Morgan Poll was the most accurate of all polling companies at [the 2007 Federal Election](#) for both primary vote and two-party preferred predictions (sample 2,115 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Queensland Election with a reduced majority](#) (sample 604 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Victorian Election with a reduced majority](#) (sample 956 electors). The Morgan Poll was also the most accurate on the primary vote of the major parties for the Victorian election.

Note: The [discussion on Possum Pollytics](#) regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: “I find it interesting that for the only poll in the last five years for which there is any ‘real’ figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from ‘reality’ (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is ‘better’ than Morgan’s.”

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Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4